Alpine Pkb

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution DATE: April 2, 1992

FROM: Marc Goldman

SUBJECT: ALPINE MULTI-PLY CARTON PROMOTION PERIOD 5 - ELEMENTS MEMO

## OVERVIEW

Alpine will execute a carton promotion utilizing a multi-ply coupon during the fifth sales cycle of 1992. The coupon will provide consumers with a high value instantly redeemable coupon and also act as a vehicle for mail-in certificate for a bounceback incentive offer.

## PROGRAM OBJECTIVES

- Gain off-rack displays in key carton outlets
- Generate purchase by prime prospects - price sensitive menthol smokers
- Reinforce brands proposition
- Stimulate name generation for future direct mail efforts.

## PROGRAM DETAILS

### Retail

| | |
|---|---|
| Offer: | $4.00 off carton coupon<br>Free sports bag with 40 pack UPCs |
| Timing: | June 29, 1992 - August 14, 1992 |
| Geography: | Alpine offensive markets |
| Target: | Key carton outlets |
| Packings: | All packings |
| Units | 213 million units |
| Reach: | 500,000 |
| Displays: | 25,000 |

### FSI

| | |
|---|---|
| Consumer offer: | $3.00 off carton coupon<br>Free sports bag with 40 pack UPCs |
| Circulation: | 20.9 million |
| Timing: | June 14, 1992 |
| Potential sales: | 198.2 million units |
| Geography: | Alpine offensive markets |

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## MEDIA DELIVERED OFFER

The FSI will extend two offers as follows:

- $3.00 off carton coupon
- Sports bag bounceback offer for 40 pack UPCs

## PRODUCT

FSF will be allocated the carton multi-ply coupons especially made for this promotion. The coupons will be applied by FSF or the distributors. **ALL PROMOTION CARTONS** (with multi-ply coupon) **MUST BE ON OFF-RACK DISPLAYS!!**

## MERCHANDISING

All POS materials will be sent in kits. Each kit will contain the following:

| Item | POS # | Quantity |
|---|---|---|
| 20 Carton Display Kit | 63900 | 1 |
| 20 Carton Shipper | 63900 | 5 |
| *Multi-Ply Shipper | 63898 | 1 Package |
| Poster | 63901 | 5 |
| Dangler | 63902 | 10 |

* Multi-Ply coupons should be packaged in lots of 100

## PAYMENTS

Display Payments

| Item | Amount | Promo Code |
|---|---|---|
| 20 Carton Shipper Display | $8.00 | 155B |
| $9 per 6M case | | 825 |

## PROGRAM MATERIALS

| Item | POS # | Quantity |
|---|---|---|
| Multi-ply Coupon | 63898 | 500,000 |
| 20 Carton Shipper | 63900 | 25,000 |
| Poster | 63901 | 25,000 |
| Dangler | 63902 | 50,000 |
| Sell Sheet/Pre-Book Form | 63897 | 32,000 |

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## FULFILLMENT

| Item | POS # | Quantity |
|---|---|---|
| Sports Bag | --- | 15,000 |

## MATERIALS SCHEDULE

| Item | A&K | Due KDC | Due Field |
|---|---|---|---|
| Sell Sheet | 2/12 | 3/16 | 6/1 |
| Multi-ply Coupon | 2/28 | 5/18 | 6/1 |
| 20 Carton Shipper | 2/28 | 5/18 | 6/1 |
| Poster | 2/28 | 5/18 | 6/1 |
| Dangler | 2/28 | 5/18 | 6/1 |

## KANKAKEE

Items for multi-ply coupon and FSI redemptions and follow-up brochure orders should be shipped to Kankakee as follows:

| Item | POS # | Quantity | Requirements |
|---|---|---|---|
| Incentive (Sports Bag) | --- | 20,860 | 40 Pack UPCs |

## ORDERING

Display requests should be made via MIDAS Pf17 by May 18, 1992.

## ALLOCATIONS

See Attachment

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